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EDITOR'S NOTE

Dear readers,
Dear authors and friends,

Present issue of the magazine is devoted to a political strategy as one of the main basic instruments that form modern face of a contemporary country. What is happening in different parts of the world is just one among many arguments for the importance of the policy and its impact in all spheres of life – public, economic, social etc.

The author presents an interest view over system for political strategy. According to him, the strategy is consisted of only two types of elements which concern the same concrete object of the strategic trend. About determination of the types of this object – as an objective or as a means, it depends on the point of view in the process of analysis and the position for creation and implementation strategy. The second paper explores the image concept for political strategy. The thesis of the author is that political strategy acquires real meaning and importance for the concrete subject after its adoption and implementation. This materialization of the environment is established in the human mind in the form of image. The author explores these images in the context of the political strategy.

Kind regards of all our readers!

Editorial Board

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